MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

MCM7133 – HUMAN COMMUNICATION AND KNOWLEDGE MANAGEMENT

(All sections / Groups)

17 FEBRUARY 2017
10.00 AM – 12.00 PM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (including this cover page).
2. Please answer any 4 Questions (from the 5 Questions).
3. Please print all your answers in the answer Booklet provided.

Choose and Answer FOUR (4) questions. All questions carry equal marks and the distribution of the marks for each question is given

Question 1

A) Explain what are the organization knowledge and its components?

(15 Marks)

B) Describe SECI Model using your own experience and how communication facilitates the process?

(10 Marks)

Question 2

A) What is a formal and informal group in an organization? Differentiate the two in terms of nature, concept, focus, leadership, behavior and control?

(15 Marks)

B) What are the main problems in managing team knowledge?

(10 Marks)

Question 3

A) Big Brown Bag is one of the knowledge management initiatives to encourage knowledge sharing in an organization. What are the advantages of organizing Big Brown Bag?

(10 Marks)

B) Give the reasons for distortion in vertical communication and how to increase its effectiveness?

(15 Marks)

...Continued

Question 4

A) Grapevine communication is communication taking place without regard to hierarchical or task requirements; bypasses the organizational channels. List the advantages and disadvantages of grapevine communication?

(15 Marks)

B) Storytelling is one of the tools for communication. Explain kinds of organizational storytelling?

(10 Marks)

Question 5

A) What is Assertiveness? What are the five (5) stages of being assertive?

(10 Marks)

B) Conflict is any situation in which two or more parties feel themselves in opposition. Describe the three (3) levels of conflict? What are the advantages and disadvantages of conflict?

(15 Marks)

End of Page